Application No. 09/857,160
Reply to Office Action of November 17, 2006

<u>Amendments to and Listing of the Claims</u>:

Please amend claim 1, 15, and 16, and add new claim 23 as follows:

1.   (currently amended) In a data processing system, a method of identifying a subscriber comprising the steps of:

        (a)   monitoring a plurality of viewing sessions;

        (b)   clustering the viewing sessions wherein the sessions within a cluster have a common identifier representative of subscriber selection data<u>, wherein the clustering occurs independently of characteristics established prior to the monitoring of step (a)</u>; and

        (c)   identifying a subscriber as belonging to one of the clusters by comparing a plurality of subscriber selections to the subscriber selection data corresponding to the clusters of viewing sessions.

2.   (previously presented) The method of claim 1, wherein the monitoring of step (a) further comprises the steps of:

        (i)   recording subscriber selection data for each viewing session; and

        (ii)   generating program characteristics and program demographic data from programs viewed for each viewing session.

3.   (previously presented) The method of claim 2, wherein the clustering of step (b) further comprises the steps of:

        (i)   generating a session data vector from the subscriber selection data, the program characteristics and the program demographic data for each viewing session; and

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    (ii)   passing a plurality of session data vectors to a classification system to form clusters of session data vectors.

4.   (previously presented) The method of claim 2, wherein the clustering of step (b) further comprises the steps of:

    (i)   generating a signature signal from the subscriber selection data for each viewing session;

    (ii)   generating a session profile from the subscriber selection data, the program characteristics and program demographic data for each viewing session and wherein the signature signal is the common identifier; and

    (iii)   passing a plurality of session profiles to a classification system to form clusters of session profiles.

5-14. (canceled)

15.   (currently amended) A method of identifying a subscriber, in a data processing system, the method comprising:

    (a)   obtaining a record of previous viewing sessions;

    (b)   grouping the previous viewing sessions into at least one session group according to at least one common characteristic, wherein the grouping occurs independently of characteristics established prior to the obtaining of step (a);

    (c)   receiving a plurality of inputs from a subscriber;

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(d)   comparing said plurality of inputs to said at least one session group; and

(e)   determining if said subscriber is characterized according to one of said at least one session groups.

16.   (currently amended) A method of creating user profiles, in a data processing system, the method comprising:

(a)   monitoring a plurality of viewing sessions, wherein each viewing session includes subscriber selection data;

(b)   grouping viewing sessions from said plurality of viewing sessions according to at least one common identifier in said subscriber selection data to form at least one session group, wherein the grouping of the viewing sessions occurs independently of pre-established subscriber profiles; and

(c)   creating a probabilistic determination of a subscriber profile of said at least one session group based on the subscriber selection data.

17.   (previously presented) The method of claim 16, further comprising:

(d)   receiving a plurality of inputs from a subscriber;

(e)   comparing said plurality of inputs to said at least one session group; and

(f)   identifying that said subscriber corresponds to at least one of said at least one session group based on said subscriber selection data and said plurality of inputs.

18.   (previously presented) The method of claim 17, further comprising:

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(g)   targeting advertisements based on said probabilistic determination of said at least one at least one session group to which said subscriber corresponds.

19.   (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the programs viewed.

20.   (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the speed at which channels are changed.

21.   (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the number of times the program guide is accessed.

22.   (previously presented) The method of claim 16, wherein said probabilistic determination of the subscriber profile is based on the volume sequence.

23.   (new) A system for creating user profiles, comprising:

a data processor, configured to obtain a record of previous viewing sessions; group the previous viewing sessions into at least one session group according to at least one common characteristic, wherein the processor is enabled to function independently of pre-established subscriber characteristics; receive a plurality of inputs from a subscriber; compare said plurality of inputs to said at least one session group; and determine if said subscriber is characterized according to one of said at least one session groups.

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